

# INSIDE RADIO

## THE BLUE PAGE

### THE DIAL AND BEYOND

PROFIT FROM WHAT'S NOW AND WHAT'S NEXT

The NAB Radio Show is always a fun event, but this year, the NAB is bringing together the top talent in the industry for three days of unique seminars and sessions to help radio produce more revenue during these tough times. Having trouble fitting the trip into your budget?

#### **“You’re going to leave with enough revenue generating ideas to pay for registration and the trip.”**

NAB Spokesman Dennis Wharton says that’s always the goal when planning the annual convention. “When we put the event together the uppermost concern is what we are going to do to justify the expense. If we can’t come up with ideas for people to execute at home, we haven’t done our job. This year will feature multiple sessions designed to help stations generate revenue in a challenging economy, along with sessions that will provide tips on how advertisers can increase client revenue on a reduced budget.”



“We’ll have workshops on how to utilize new media like Twitter and Facebook to help stations tap into a younger demographic, and a session on how tech-savvy salespeople can utilize social media, streaming and mobile devices to grow advertising revenues.”

#### **“If it’s important at your cluster, it’s important to the NAB.”**

“The sessions and seminars address the major issues that affect all of us in radio. There will be a PPM discussion featuring John Boyne, VP of Coleman Insights and Gary Marince, VP/Programming Services and Development with Arbitron. We’ll also be focusing on the “performance tax” fight in Congress during a session entitled “The Day The Music Died? Performance Tax and Other Copyright Issues.” And as always, it’s a great place to network and see old friends from around the country.”

#### **“Radio professionals between jobs deserve a price break.”**

This year the NAB is offering what Wharton calls the \$179 “free agent rate” for former radio industry professionals now “in between jobs”. The rate is more than \$600 off the non-member fee. “That gets you into all the sessions and keynote speeches, etc.,” so you can continue to sharpen your skills and be trained in the latest technology when the next opportunity comes along.

#### **Other NAB show highlights include:**

**The Jacobs Media Summit:** Featuring a discussion with Citadel Media syndicated personality, Joe Scarborough (also of MSNBC’s “Morning Joe”) and radio co-host, Mika Brzezinski; Terry Gross, host of the popular NPR show “Fresh Air”; and Scott Goodstein, former external online director of the *Obama for America* campaign.

**FCC Breakfast:** Gain valuable insight into the ways of the Washington portals. A conversation between FCC Commissioner Meredith Attwell Baker and NAB’s Steve Newberry.

**Marconi Radio Awards:** Laura Ingraham is the host and Brian McKnight is the entertainment for the always-enjoyable Marconi Awards dinner and show.

**Digital Think Tank Super Session:** Find out which digital platforms generate the most revenue, and learn how to create an effective integrated digital strategy.

The NAB is indebted to Joe Schwartz, president and CEO of Cherry Creek Radio. As NAB Radio Show Steering Committee chairman, Schwart has helped coordinate a terrific event. It’s not too late to plan your trip to Philadelphia! Register online today...



The NAB Radio Show  
September 23-25, 2009  
Philadelphia Convention Center  
[www.nabradioshow.com](http://www.nabradioshow.com)